

# **RUTHERFORD COUNTY, TENNESSEE**

## **CLASSIFICATION SPECIFICATION**

**CLASSIFICATION TITLE:** PUBLIC MEDIA RELATIONS SPECIALIST  
PART - TIME

**FLSA STATUS:** NON-EXEMPT

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### **PURPOSE OF CLASSIFICATION**

The purpose of this classification is to perform public relations and media relations for the Rutherford County Pet Adoption & Welfare Services (PAWS) department including writing marketing materials, press releases, stories for the web and social media. Duties and responsibilities will include developing internal and external communication efforts critical to raising awareness for the PAWS programs through media, marketing, website and social media. Reports to the Director of PAWS.

### **ESSENTIAL FUNCTIONS**

**The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this classification. Other duties may be required and assigned.**

Oversees all aspects of PAWS branding and messaging to assure consistency in design, content.

Handles all aspects of media relations, including cultivating and managing all media contacts, responding to requests, pitching stories, creating media relations materials, coaching PAWS representatives, and serving as a spokesperson when necessary.

Develops press releases or other media communications to promote PAWS.

Establishes or maintains cooperative relationships with representatives of community, consumer, employee, or public interest groups.

Plans or directs the development or communication of programs to maintain a favorable public perception of the department's accomplishments, agenda, and responsibilities.

Identifies main audiences and determines the best way to communicate publicity information and develops and implements a communication plan.

Studies the objectives, promotional policies, or needs of organizations to develop public relations strategies that will influence public opinion or promote ideas, products, or services.

Develops and edits content and uploading photos/videos for Rutherford County, television, websites and social media.

Works with internal and external organizations to develop and coordinate activities which support PAWS and other Rutherford County activities as appropriate.

Participates and facilitates meetings through involvement in marketing and social media committee.

Develops and maintains an up-to-date media contact list.

Performs research and develops new media opportunities (web portals, radio PSAS, calendar listings).

Responsible for creating a reference library for future campaign events by organizing press binders and maintains library of books, publications, news articles, or other resource materials for use by department staff; maintains computerized reference database.

Responds to requests for information from the media or designates an appropriate spokesperson or information source.

Completes work at assigned work station determined by supervisor.

Works hours as scheduled.

## **ADDITIONAL FUNCTIONS**

Works one-on-one with colleagues who have broad and deep experience in local governmental operations

Attends workshops, programs, or events that Rutherford County PAWS offers its employees.

Performs other related duties as required.

## **MINIMUM QUALIFICATIONS**

Bachelor's degree with a major in Public Relations, Communication, Marketing, Journalism, or related field; supplemented by one (1) year previous experience and/or training; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job. Must have a solid understanding of social media and possess strong written and communication skills. Must be able to use Microsoft Office applications proficiently. Must possess and maintain a valid Tennessee driver's license.

## **PERFORMANCE APTITUDES**

**Data Utilization:** Requires the ability to review, classify, categorize, prioritize, and/or analyze data. Include exercising discretion in determining data classification, and in referencing such analysis to established standards for the purpose of recognizing actual or probable interactive effects and relationships.

**Human Interaction:** Requires the ability to communicate in a professional setting with supervisors and coworkers.

**Equipment, Machinery, Tools, and Materials Utilization:** Requires the ability to operate, maneuver and/or control the actions of equipment, machinery, tools, and/or materials used in performing essential functions.

**Verbal Aptitude:** Requires the ability to utilize a wide variety of reference, descriptive, and/or advisory data and information.

**Mathematical Aptitude:** Requires the ability to perform addition, subtraction, multiplication, and division; the ability to calculate decimals and percentages; and the ability to interpret graphs.

**Functional Reasoning:** Requires the ability to apply principles of rational systems; to interpret instructions furnished in written, oral, diagrammatic, or schedule form; and to exercise independent judgment to adopt or modify methods and standards to meet variations in assigned objectives.

**Situational Reasoning:** Requires the ability to exercise judgment, decisiveness and creativity in situations involving evaluation of information against measurable or verifiable criteria.

## **ADA COMPLIANCE/PHYSICAL DEMANDS ANALYSIS**

**Physical Ability:** Tasks require the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or work station.

**Sensory Requirements:** Some tasks require the ability to perceive and discriminate visual cues or signals. Some tasks require the ability to communicate orally.

**Environmental Factors:** Essential functions are regularly performed without exposure to adverse environmental conditions.

### PHYSICAL DEMANDS ANALYSIS

**1. STANDING AND WALKING**

Estimated Total Hours: 1.5 Maximum Continuous Time: 15 minutes

**2. SITTING**

Estimated Total Hours: 6.5 Maximum Continuous Time: 45 minutes

**3. LIFTING/CARRYING**

Objects: More frequent in the first quarter of the year

Weight	Hourly	Daily	Weekly	Monthly	Never
<10 lbs	X	X			
11-25 lbs				X	
26-50 lbs					X
51-75 lbs					X
76-100 lbs					X
>100 lbs					X

**4. PUSHING/PULLING**

Objects: as needed

**5. CLIMBING**

Tasks: retrieving items from top shelf in storage room

Device: Ladder

Height: 9 feet from ground

Frequency: Occasionally

Distance	Direction	Frequency	Duration	Avg. Weight
0-20"	Up/Down	Daily	15 Min	<5lbs
21-36"	Up/Down	Daily	15 Min	<5lbs

**6. BENDING/SQUATTING/KNEELING**

Tasks: getting files

Frequency: daily

**7. REACHING**

Hands Used: RIGHT LEFT BOTH X

**8. WORK CONDITIONS**

Exposure to	Yes	No
Hot Temperatures		X
Cold Temperatures		X
Sudden Changes in Temperature		X
Noise	X	
Fumes		X
Cramped Quarters		X
Cold Surfaces		X
Hot Surfaces		X
Sharp Edges		X

Vibration		X
Fluorescent Lighting	X	
Computer Monitor Screen Glare	X	

Inside Building	95 % of time
Outside	5 % of time

#### 9. OTHER JOB DEMANDS

Does Job Require	Yes	No
Crawling		X
Jumping		X
Lying on Back		X
Lying on Stomach		X
Twisting	X	
Sweeping/Mopping		X
General Cleaning	X	
Handling Trash	X	
Reading Fine Print	X	

#### 10. HAND USE

Type of Use	Yes	No	Frequency
Keystrokes	X		
Grasp	X		
Fine Motor i.e: writing, twisting hands or wrist, etc	X		

#### Exemption Status Test (Administrative Employee)

~ Answer the following to determine whether a worker is misclassified as an exempt administrative employee:

1. Regularly receives a predetermined amount constituting all or part of the employee's salary, which is not subject to reduction because of variations in the quality or quantity of work performed.

**Yes**

2. Is the employee's primary duty performing office or non-manual work directly related to the management or general business operations of the employer or the employer's customers?

**No**

3. Does the employee exercise discretion and independent judgment with respect to matters of significance? That is, does he evaluate and compare possible courses of action and then make a decision or recommendation after considering the various possibilities?

**Yes**

4. Is the employee paid the equivalent of at least \$455 per week on a salary basis?

**No**

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Rutherford County, Tennessee, is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the County will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer. Signatures below indicate the receipt and review of this classification description by the employee assigned to the position and the immediate supervisor.

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Employee's Signature

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Date

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Supervisor's Signature

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Date